

Michigan's Campaign to End Homelessness

An unprecedented complete statewide plan covering 83 counties through the work of 60 community collaboratives or Continuum of Care groups in eight regions.



Homeless Summit, October 2006





FOR IMMEDIATE RELEASE
October 24, 2006

CONTACT
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Coalition Coordinator
Call 517-242-7555

First Annual Michigan Homeless Summit Convenes Today

Lansing — Over 150 people from across the state are gathering for the first annual Michigan Homeless Summit, a two-day event at the Lansing Center. Included among the special guests at the Summit are Philip F. Mangano, Executive Director of the United States Interagency Council on Homelessness and several other national and regional leaders. The first day of the Michigan Homeless Summit will include a ceremonial presentation and celebration of the completion of 60 individual community plans to end homelessness. Acknowledging the reality that homelessness is a problem in both urban and rural settings, the plans represent a community collaboration that will cover all of the 83 counties in Michigan.

Also being presented on the opening day of the Summit, is the Baseline Data Report on the state of Michigan's Homeless. The report is the product of a two-year process of establishing the technology and training to tabulate the homeless through points of entry in hundreds of locations across the state. The significance of this first report, which is just six months worth of statewide data, is the ability to understand who is homeless, what their needs are, and how many are located in what communities.



TOGETHER WE CAN

First Annual
MICHIGAN HOMELESS SUMMIT

Lansing Center ■ Lansing, MI
OCTOBER 24 - 25, 2006

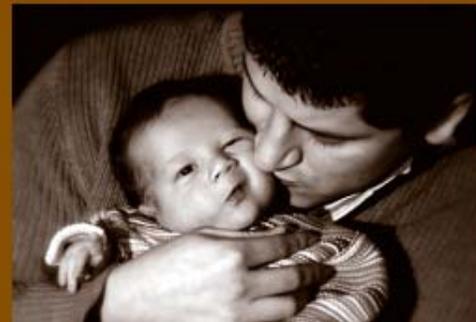


BASELINE DATA REPORT
The state of Michigan's Homeless

January 2006 - June 2006



THE STATE OF
**MICHIGAN'S
HOMELESS**



BASELINE DATA REPORT
The state of Michigan's Homeless

January 2006 - June 2006



50,692

*is the projected homeless count in Michigan
as of January 2006 through June 2006¹*



FAMILY HOMELESSNESS

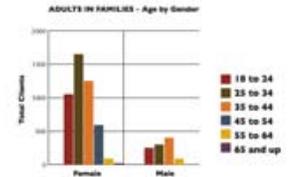


"My problem was taking my kids to a shelter. I'll go anywhere - I didn't want my kids in that environment, but I made that call and it turned everything around. I got comfortable with being uncomfortable until I realized there were other options. Now I wish I had done it before because the shelter was better than being at home with my husband."

— **Mother of two**, homeless victim of domestic violence, Dearborn

ABOUT FAMILIES

56% of actual homeless in Michigan are adults and children in families



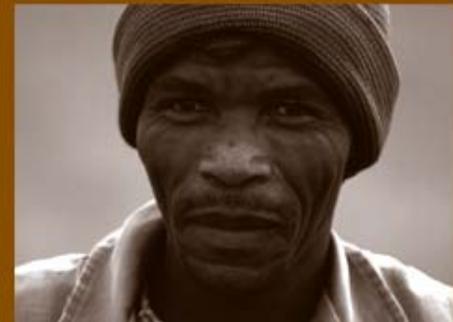
17,954 total homeless persons in families served from January 1, 2006 through June 30, 2006

Single mothers and children are the fastest growing sub-population of homeless.



59% are single female head-of-household families

56% of homeless persons in families were children; most under the age of 10.



ABOUT FAMILIES

1/3 of homeless families are working poor
36% have incomes less than \$500 per month,
 the average income for homeless families was \$806 per month.

The top three sources of income are: work, food stamps and Temporary Assistance for Needy Families

38% have not completed high school or a GED

Poverty is the greatest cause of homelessness among families.

44% of homeless families have experienced homelessness more than once.

19% of homeless adults reported a disability.

Among Those with Disabilities, Most Common Disabilities	Overall Families
Chronic Illness/Physical	30%
Mental Illness	28%
Drug Abuse	9%
Physical/Mobility Limits	8%
Alcohol Abuse	6%

HOUSING ISSUES

- Eviction
- Foreclosure
- No affordable housing
- Substandard housing
- Utility shut-off

50%

CHRONIC ILLNESS/
 DISABILITY
 WITHIN THE FAMILY

19%

EMPLOYMENT ISSUES

- Loss of job
- Underemployment

30%

REASONS FOR FAMILY HOMELESSNESS

CONFLICT

- Domestic Violence
- Divorce
- Land/Tenant disputes

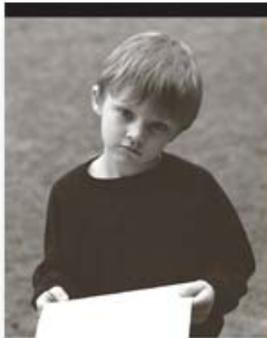
12%*

OTHER

- Fire
- Dislocation because of Katrina
- Loss of public assistance
- Loss of transportation
- Child care expenses

* Domestic violence is under-represented in the data set as domestic violence providers are not currently participating in the measurement project.





MEMBERS OF THE MEDIA

We know your time is limited and that you report on dozens of stories every week which deserve your best attention. As you consider this Baseline Data Report on the state of Michigan's Homeless, please remember that the facts that you will find in this report -- and the source research -- contain facts on this critical social issue that cut across any number of potential stories.

Homelessness is not just about the stereotypical chronic homeless guy pushing a grocery cart full of belongings. It's about jobs, wages, extreme poverty, families, health care, medical crisis, mental illness, substance abuse, education, landlords and housing.

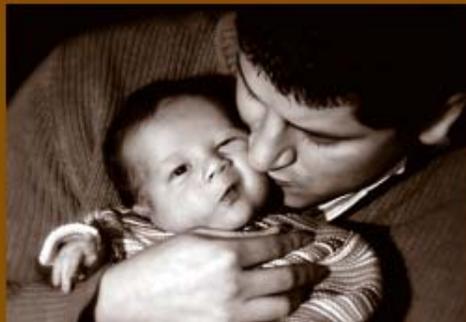
In Michigan, we are embarking on the most ambitious plan to end homelessness any state has ever seen. In fact, our plans are so big that they are gathering national attention within the industry. Our big plans will mean nothing without your support. We ask that you not only give it your most thoughtful reporting skills, but that you also give it the compassionate consideration of a media champion.

For more information about this research and process: <http://www.helpdesk@mihomeless.org>

For more information about the Campaign to End Homelessness:

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SUPPORTIVE SERVICES					
INTERVENTION	KEY COMPONENT	SUPPORTIVE SERVICES	KEY OUTCOMES	MEASUREMENT	INDICATORS
<p>HOUSING</p> <p>Likelihood to move out and get services to meet the individual's needs. Willingness to seek help with rent, utilities, and other expenses. Willingness to accept services. Willingness to accept services. Willingness to accept services. Willingness to accept services.</p>	<p>The client has an ability to pay rent. The client has an ability to pay utilities. The client has an ability to pay other expenses. The client has an ability to pay other expenses. The client has an ability to pay other expenses.</p>	<p>The provider or agency will provide support to the client in order to meet the individual's needs. The provider or agency will provide support to the client in order to meet the individual's needs. The provider or agency will provide support to the client in order to meet the individual's needs.</p>	<p>The client has an ability to pay rent. The client has an ability to pay utilities. The client has an ability to pay other expenses. The client has an ability to pay other expenses. The client has an ability to pay other expenses.</p>	<p>1. Number of clients who are able to pay rent. 2. Number of clients who are able to pay utilities. 3. Number of clients who are able to pay other expenses. 4. Number of clients who are able to pay other expenses. 5. Number of clients who are able to pay other expenses.</p>	<p>Without rental and utility assistance, individuals are unable to meet their needs. Without rental and utility assistance, individuals are unable to meet their needs. Without rental and utility assistance, individuals are unable to meet their needs.</p>

COMPREHENSIVE MODELS					
INTERVENTION	KEY COMPONENT	SUPPORTIVE SERVICES	KEY OUTCOMES	MEASUREMENT	INDICATORS
<p>HOUSING</p> <p>Likelihood to move out and get services to meet the individual's needs. Willingness to seek help with rent, utilities, and other expenses. Willingness to accept services. Willingness to accept services. Willingness to accept services.</p>	<p>The client has an ability to pay rent. The client has an ability to pay utilities. The client has an ability to pay other expenses. The client has an ability to pay other expenses. The client has an ability to pay other expenses.</p>	<p>The provider or agency will provide support to the client in order to meet the individual's needs. The provider or agency will provide support to the client in order to meet the individual's needs. The provider or agency will provide support to the client in order to meet the individual's needs.</p>	<p>The client has an ability to pay rent. The client has an ability to pay utilities. The client has an ability to pay other expenses. The client has an ability to pay other expenses. The client has an ability to pay other expenses.</p>	<p>1. Number of clients who are able to pay rent. 2. Number of clients who are able to pay utilities. 3. Number of clients who are able to pay other expenses. 4. Number of clients who are able to pay other expenses. 5. Number of clients who are able to pay other expenses.</p>	<p>Without rental and utility assistance, individuals are unable to meet their needs. Without rental and utility assistance, individuals are unable to meet their needs. Without rental and utility assistance, individuals are unable to meet their needs.</p>

FOR MORE INFORMATION, PLEASE CONTACT:

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 Scott Hays, Director of Community Care and Long Term Program, Michigan Department of Community Health, 11170 300, Lansing, MI 48906
 Ryan Lee, Housing Specialist, Michigan Department of Community Health, 11170 300, Lansing, MI 48906



ENDING HOMELESSNESS VISION STATEMENT

In 2020, no one in Michigan is left homeless in Michigan.

We believe having a roof is a right, and the absence of homelessness is an achievable goal. We envision a Michigan where homelessness is a thing of the past, where it is no longer a barrier to anyone's success in life.

Together, we end homelessness by providing the proven services of our experts and the support of our community. We will ensure that everyone who is currently homeless in Michigan has a safe, stable, and affordable place to live. We will ensure that everyone who is currently homeless in Michigan has a safe, stable, and affordable place to live.

The Michigan Homelessness Response is a coalition of community organizations, government agencies, and private sector partners working together to end homelessness in Michigan.

BUILDING A COMMUNITY	
INTERVENTION	KEY COMPONENT
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INCREASING SYSTEM INTELLIGENCE	
INTERVENTION	KEY COMPONENT
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HOUSING ASSISTANCE	
INTERVENTION	KEY COMPONENT
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PLANNING IMPLEMENTATION AND MEASUREMENT	
INTERVENTION	KEY COMPONENT
<p>HOUSING</p> <p>Likelihood to move out and get services to meet the individual's needs. Willingness to seek help with rent, utilities, and other expenses. Willingness to accept services. Willingness to accept services. Willingness to accept services.</p>	<p>The client has an ability to pay rent. The client has an ability to pay utilities. The client has an ability to pay other expenses. The client has an ability to pay other expenses. The client has an ability to pay other expenses.</p>



No more homeless in Michigan?

State launches drive to find shelter for all

By TOM LAMBERT
Lansing State Journal

It has been six years since Bill Sorrell has been able to sleep in the comfort of his own bed.

The 46-year-old Lansing man is like an estimated 50,700 others in the state: He has no place of his own to call home.

Sorrell says spending time in prison for dealing drugs, bouncing around between friends' and family members' homes and living in a homeless shelter have caused him to feel "like something less than a man."

"I forget how it feels to wake up, make breakfast

On the Web

For more information on homeless in Michigan, go to mihomeless.org.

in your own house and be lazy for the day," said Sorrell, who has three children and 10 grandchildren. "People take that for granted, but they shouldn't."

Now the state wants to try to prevent future predicaments like Sorrell's. On Tuesday, state officials announced a campaign to end homelessness within the next 10 years.

About 600 people attended the conference at the Lansing Center, with another day of speakers and workshops lined up for today.

Philip Mangano, the executive director of the United States Interagency

See **CAMPAIGN** | Page 4B

The homeless in Michigan

The Michigan Homeless Management Information System has tracked the homeless in the state from Jan. 2006 to June 2006. These figures will be used to determine how the state attempts to end homelessness within the next 10 years.



Coverage	Total homeless	Adults in families	Adult singles	Children in families
Region 1	353	96	153	101
Region 2	806	211	356	238
Region 3	2,409	490	1,279	561
Region 4	1,399	130	92	162
Region 5	1,576	303	763	455
Region 6	3,425	1,076	1,032	1,327
Region 7	6,051	1,532	2,322	2,155
Region 8	15,928	3,760	7,124	4,969
STATEWIDE	32,240*	7,760	11,950	10,194

* To insure proper unification, 787 records with insufficient identifying information were excluded from the analysis. That's why the state estimates there are 50,692 homeless people, but the chart only shows there are 32,240.

Source: Michigan State Housing Development Authority

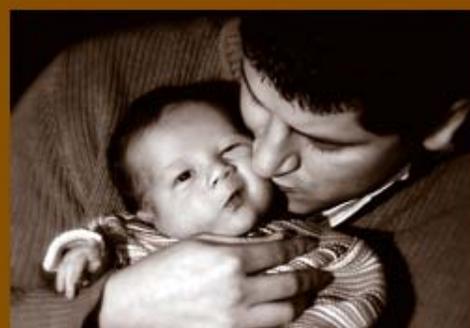
"I forget how it feels to wake up, make breakfast in your own house."

Bill Sorrell, a homeless man in Lansing



ROD SANFORD/Lansing State Journal

Without a home: Volunteers of America client and volunteer Bill Sorrell is outside of the Lansing shelter on Tuesday. Sorrell, a father of three and grandfather of 10, is living at the VOA. He has been homeless for six years.



Creating Media Champions

- Build a media list with sympathetic reporters/media
- Call on General Managers and Sales Managers
- Engage media in your process
- Media can be your passport to the business community



6 ideas for Homeless Awareness Week

TAKE THE CHALLENGE!
Coordinate one or more of these ideas during Homeless Awareness Week.

1 Media Friends

If your organization hasn't used Homeless Awareness Week to strengthen its presence with the media, now is an ideal time to get started. Create a relationship within the sales department of the media organization. Meet with the sales manager, offer they are open to community support and aren't overwhelmed with requests. Your sales manager may be as simple as asking if their sales people would like the assistance to participate in their top 50 shows. With a compelling pitch of your own you can find advocates that will have clear ties to business in your business community.



2 Leadership

An obstacle to solving the homeless problem is supplying adequate housing. To go to the source that make a difference. Ask for a few hours of placement in your real estate listing magazine. Try asking for an article or ad in the local home builders association newsletter. They may have readers willing to get involved with your organization.

3 SPOTLIGHT on YOUR ORGANIZATION

Customize this year's news release template with your organization's logo and insert specific information about homelessness in your area and the work that you do. Create a call to action and a way for the community to respond.

4 Volunteer Recruitment

There is no place like church to engage volunteers. Ask your most eloquent board member to prepare a 10 or 15 minute presentation for the church. If that board member agrees, ask your other board members to make this presentation in their churches to recruit volunteers.



5 Creative Fundraising

Radio is a great way to get word out in a community. Instead of talking about the "Loser Factor" (how the cost of a late start can add up to big donations to a charity), hold a fundraiser that asks people to stop by and buy a late start now. It's an easy and fun way to raise money. Hold a parade in your business district. Saturday morning show hosts every day for five days. Let them know you are planning to sell later in the morning show proceeds. Make sure you stop by in the 7AM hour or earlier so audience of your fundraiser occurs during peak drive time. When you drop-off the late, make sure that you have a fact sheet about your event to give to the driver. It helps the people on the air to talk about the event and help you promote the location of your late event. They may even invite you to be on the air if you ask well in advance!



If you already have a general retailer in your community that helps on a regular basis, here is an idea to streamline their involvement: provide the appropriate business with a BIG list of the needs within your organization and help them pack it in the form of their store name a BIG box. Their customers can make the purchase inside the store and label it in the box as they exit. This works great for grocery stores, office supply stores, department stores, or general merchandisers.



6 ideas for Homeless Awareness Week



Creating Media Champions

- Media Leaders and Public Relations Professionals can help you build a communication plan
- Plan, Plan, Plan – Calendar of story ideas, events and activities
 - Summit
 - Milestones
 - Legislation
 - Calendar-driven events



Creating Media Champions

- Ask for long-term commitment to coverage
- Create a supply of meaningful information
- Be available to answer questions, clarify information, provide access to interview candidates
- Be prepared for the unexpected
(The Pursuit of Happyness)



"HAPPYNESS" IS COMING TO LANSING

Donovan & Smith Marketing and Media invites you to the Lansing screening of



WILL SMITH
the **PURSUIT** of
HAPPYNESS

December 19, 2006 at 7:00 PM
Celebration Cinema
200 E. Edgewood Blvd., Lansing, MI

To RSVP send an e-mail to:
RSVP@donovanandsmith.com
Please include "Lansing- Pursuit"
in the subject line.

This invite is non-transferable.
First come first served.



COLUMBIA PICTURES PRESENTS IN ASSOCIATION WITH RELATIVITY MEDIA
AN OVERBROOK ENTERTAINMENT ESCAPE ARTISTS PRODUCTION A FILM BY GABRIELE MUCCINO
"THE PURSUIT OF HAPPYNESS" THANDIE NEWTON AND INTRODUCING JADEN CHRISTOPHER SYRE SMITH
WRITTEN BY ANDREA GUERRA DIRECTED BY LOUIS D'ESPOSITO PRODUCED BY MARK CLAYMAN DAVID ALPER TEDDY ZEE WRITTEN BY STEVEN CONRAD
PRODUCED BY TODD BLACK JASON BLUMENTHAL STEVE TISCH JAMES LASSITER WILL SMITH DIRECTED BY GABRIELE MUCCINO



PG-13 PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
SOME LANGUAGE



sony.com/Pursuit





ENDING HOMELESSNESS IN MICHIGAN BY 2017.

THIS WEBSITE IS IN SERVICE TO SUPPORT 60 COMMUNITY PLANNING GROUPS AND MICHIGAN'S STATEWIDE PLAN TO END HOMELESSNESS.

CAMPAIGN PROGRESS · CONNECTING · COLLABORATING · CARING

SEARCH

GO

OUR PLEDGE

COLLECTED
PROGRESS REPORT

HMIS DATA
INTERCONNECT

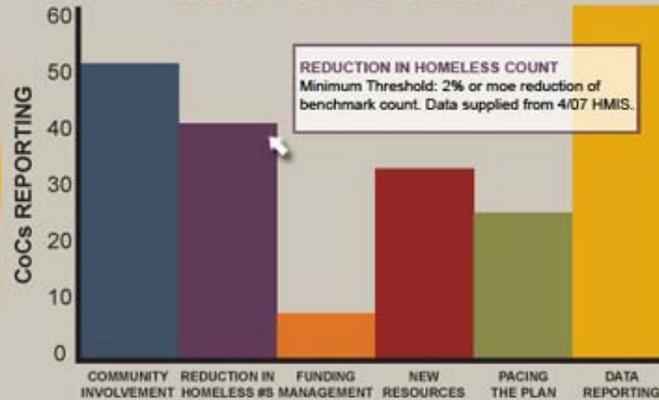
CREATE YOUR OWN
LOCAL REPORT

TECHNICAL
ASSISTANCE
REQUEST

Are you homeless
or "at risk?"

[Click here for local
resources and help.](#)

TRACKING OUR PROGRESS



UPDATE YOUR CoC DATA

A MESSAGE FROM THE GOVERNOR:



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www.thecampaigntoendhomelessness.org





14% of chronically homeless individuals are veterans.



CAMPAIGN PROGRESS CONNECTING COLLABORATING **CARING** SEARCH GO

SUCCESS STORIES

GUEST COLUMN

PARTNERSHIPS

Are you homeless or "at risk?"

[Click here for local resources and help.](#)

In my opinion...

PUTTING A FACE ON HOMELESSNESS, Nancy Baker



Michigan's Most Vulnerable Need Help
Nancy Baker
The faces of homeless individuals in Michigan are as diverse as the population of the city itself. Men, women and transgendered; of every ethnicity and race; straight and gay; from Michigan and beyond; from the working poor to the severely disabled; from the very young to the very old. The subject of this month's "face" is among the latter: an elderly woman who resides in one of Michigan's homeless shelters.

The client is 92 years old, a widow who "looks like a breeze could knock her over." She has observable mental problems that have worsened as she has aged. For ten years she lived relatively stable in subsidized housing in the city. Earlier this year, the property management company from whom she rented, gave her a notice that they wanted to spray her unit for bugs. For reasons only she knows – fear of letting anyone into her apartment or the worry about the toxicity...
[Read More...](#)

READER FORUM

Respond here to this article:|

Log in Here

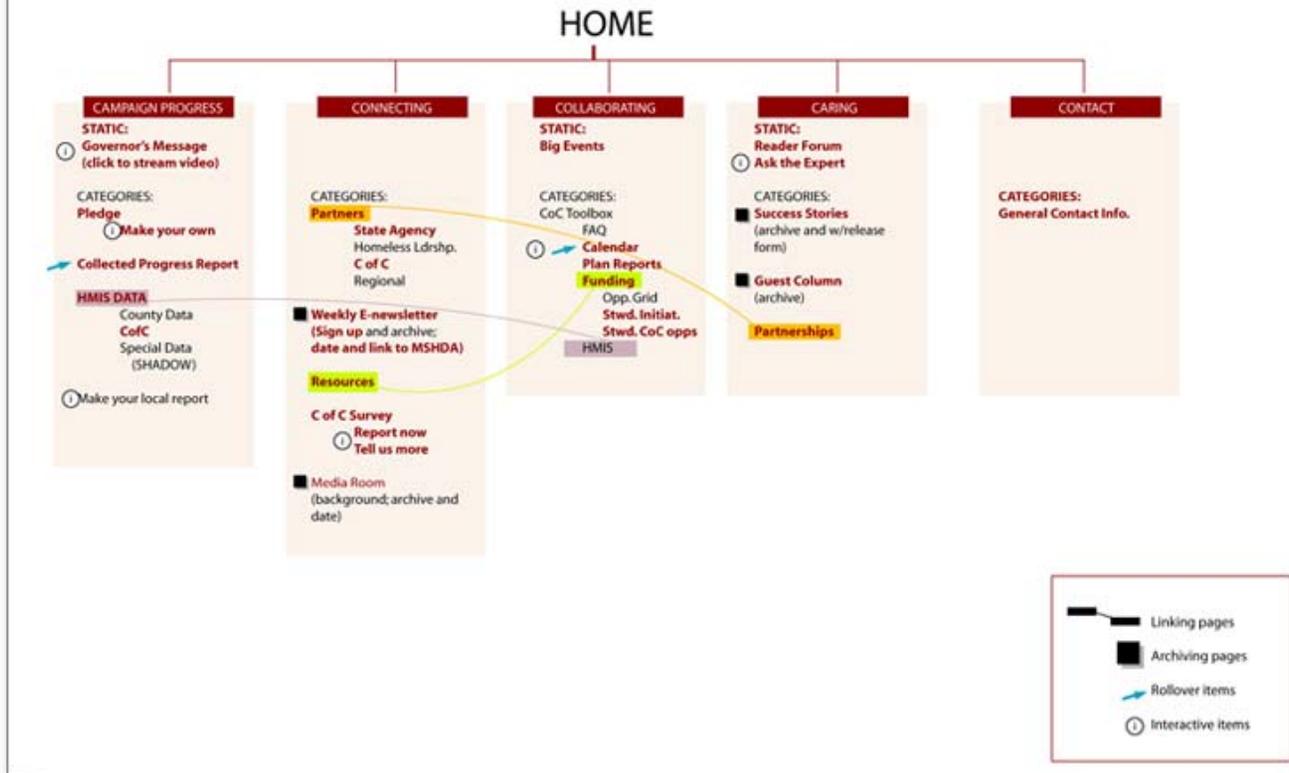
ASK THE EXPERT.

Type your question here:|

www.thecampaigntoendhomelessness.org



ALL ITEMS IN BOLD RED WILL BE ON THE INITIAL PAGE LAUNCH. ALL PAGES FEATURE: FLASH BANNER WITH PHOTO AND STATISTIC, SEARCH CAPABILITY AND HELP FOR HOMELESS BUTTON
ALL ITEMS IN BLACK WILL COME LATER (functionality can be built, but will not have items for that section until further into development)



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